

ORDER



Orders
Order / Rev: 47031
Alt Order #: 9781995 /Brad
Product Desc: AMER FOR PROSPERITY
Estimate: 477
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	44	\$24,075.00	\$20,463.75
08/27/12	08/27/12	8	\$3,675.00	\$3,123.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$24,075.00	\$20,463.75	0.00
September 2012	8	\$3,675.00	\$3,123.75	0.00
Totals	52	\$27,750.00	\$23,587.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	27%	\$27,750.00
Market	100%	\$102,777.78

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$53,444.44
WHTM	10%	\$10,277.78
WLYH	0%	\$0.00
WPMT	11%	\$11,305.56

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/22/12	08/24/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$200.00		0.00			
E 2	WHP	08/22/12	08/24/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$200.00		0.00			
E 3	WHP	08/22/12	08/24/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WHP	08/22/12	08/24/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$250.00		0.00				
E 4	WHP	08/22/12	08/24/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W-F--			2		\$650.00		0.00				
E 5	WHP	08/22/12	08/24/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$950.00		0.00				
E 6	WHP	08/22/12	08/24/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$1,000.00		0.00				
E 7	WHP	08/22/12	08/24/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$300.00		0.00				
E 8	WHP	08/22/12	08/24/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	3	\$125.00	P-1	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WTF--			3		\$125.00		0.00				
E 9	WHP	08/22/12	08/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----			1		\$1,850.00		0.00				
E 10	WHP	08/23/12	08/23/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---T---			1		\$2,200.00		0.00				
E 11	WHP	08/24/12	08/24/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	2	\$1,250.00	P-1	0.00	NM	9	\$4,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--			2		\$1,250.00		0.00				

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E 11	WHP	08/24/12	08/24/12	Fri Reg 2	CM	9p-10p	----F--	:30	2	\$1,250.00	P-1	0.00	NM	9	\$4,675.00
				Fri 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		2				\$1,250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	08/20/12-08/26/12		Fri Reg 2		9p-10p	----F--	:30		(\$1,250.00)		0.00	NM		
		See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9, 11.10, 11.11 [Program Change]													
2	WHP	08/20/12-08/26/12		Fri Reg 2		9p-10p	----F--	:30		(\$1,250.00)		0.00	NM		
		See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9, 11.10, 11.11 [Program Change]													
3	WHP	08/24/12-08/25/12		CBS PRS Football			----FSa--	:30		\$2,000.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
4	WHP	08/26/12-08/26/12		Sun Reg 3			-----Su	:30		\$1,850.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
5	WHP	08/22/12-08/24/12		M-F 6a-7a News			--WThF----	:30		\$150.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
6	WHP	08/22/12-08/24/12		M-F 6a-7a News			--WThF----	:30		\$150.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
7	WHP	08/25/12-08/25/12		CBS This Morning Saturday			-----Sa--	:30		\$125.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
8	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30		\$100.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
9	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30		\$100.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
10	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30		\$100.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
11	WHP	08/22/12-08/24/12		CBS This Morning			--WThF----	:30		\$100.00		0.00	NM		
				Ⓜ MG for 12.1, 11.2, 15.1, 11.1 [MG within Flight]											
E 12	WHP	08/24/12	08/24/12	Fri Reg 3	CM	10p-11p	----F--	:30	1	\$1,675.00	P-1	0.00	NM	0	\$0.00
				Fri 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$1,675.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	08/20/12-08/26/12		Fri Reg 3		10p-11p	----F--	:30		(\$1,675.00)		0.00	NM		
		See MG 11.3, 11.4, 11.5, 11.6, 11.7, 11.8, 11.9, 11.10, 11.11 [Program Change]													
E 13	WHP	08/25/12	08/25/12	Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				Sa 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$250.00		0.00			
E 14	WHP	08/25/12	08/25/12	Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				Sa 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$250.00		0.00			
E 15	WHP	08/25/12	08/25/12	Sat Reg 2	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	0	\$0.00
				Sat 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$500.00		0.00			

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 Estimate: 477

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WHP	08/25/12	08/25/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	08/20/12-08/26/12	Sat Reg 2		9p-10p	-----Sa-	:30		(\$500.00)		0.00	NM		
	See MG 11.3,11.4,11.5,11.6,11.7,11.8,11.9,11.10,11.11 [Program Change]														
E 16	WHP	08/25/12	08/25/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$175.00		0.00			
E 17	WHP	08/25/12	08/26/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----SS		2				\$150.00		0.00			
E 18	WHP	08/26/12	08/26/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$300.00		0.00			
E 19	WHP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$225.00		0.00			
E 20	WHP	08/26/12	08/26/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$1,650.00		0.00			
E 21	WHP	08/26/12	08/26/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$175.00		0.00			
E 22	WHP	08/27/12	08/27/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$200.00		0.00			
E 23	WHP	08/27/12	08/27/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$200.00		0.00			
E 24	WHP	08/27/12	08/27/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$250.00		0.00			
E 25	WHP	08/27/12	08/27/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$650.00		0.00			
E 26	WHP	08/27/12	08/27/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$950.00		0.00			
E 27	WHP	08/27/12	08/27/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$1,000.00		0.00			
E 28	WHP	08/27/12	08/27/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 28	WHP	08/27/12	08/27/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	M-----			1		\$300.00		0.00				
E 29	WHP	08/27/12	08/27/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/27/12		08/27/12	09/02/12	M-----			1		\$125.00		0.00				
Totals													52	\$27,750.00	